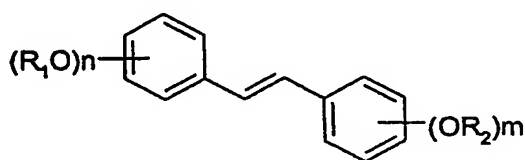


CLAIMS

1. Method for the cosmetic treatment of dry skin or of a dry scalp, comprising the topical application to the skin or the scalp of a composition
5 containing, in a physiologically acceptable medium, at least one alkyl ether of hydroxystilbene of formula (I):



- or its *cis*-isomer, in which R_1 and R_2 denote,
10 independently, a saturated or unsaturated, linear or branched C_1 - C_6 alkyl group, and m and n are independently integers between 0 and 3, it being understood that m and n cannot simultaneously be zero.

- 15 2. Method according to Claim 1, characterized in that $n = 2$ and $m = 0$ or 1.

3. Method according to Claim 1 or 2, characterized in that all the R_1 and R_2 groups denote a methyl radical.

- 20 4. Method according to any one of Claims 1 to 3, characterized in that the alkyl ether of hydroxystilbene represents from 0.05% to 1% of the total weight of the composition.

5. Method according to any one of Claims 1 to 4, characterized in that said composition does not contain any retinoid.

6. Method according to any one of Claims 1 to 5, characterized in that said composition also contains at least one desquamating agent.

7. Method according to Claim 6, characterized in that said desquamating agent is chosen from: salicylic acid and its derivatives (including
10 5-n-octanoyl salicylic acid); α -hydroxy acids, such as glycolic acid, citric acid, lactic acid, tartaric acid, malic acid or mandelic acid; urea; gentisic acid; oligofucoses; cinnamic acid; extract of *Saphora japonica*; resveratrol; EDTA; N-acyl-N,N',N'-
15 ethylenediaminetriacetic acid; aminosulphonic compounds and in particular (N-2-hydroxyethylpiperazine-N-2-ethane)sulphonic acid (HEPES); derivatives of 2-oxothiazolidine-4-carboxylic acid (procysteine); derivatives of alpha-amino acids of the glycine type
20 (such as sodium methylglycinediacetate); honey; and sugar derivatives such as O-octanoyl-6-D-maltose and N-acetylglucosamine.

8. Method according to any one of Claims 1 to 7, characterized in that said composition also
25 contains a moisturizer.

9. Method according to Claim 8, characterized in that said moisturizer is chosen from:

ceramides, sphingoid-based compounds, lecithins, glycosphingolipids, phospholipids, cholesterol and its derivatives, phytosterols (stigmasterol, β -sitosterol or campesterol), essential fatty acids,

5 1,2-diacylglycerol, 4-chromanone, pentacyclic triterpenes such as ursolic acid, petroleum jelly and lanolin; threalose and its derivatives, hyaluronic acid and its derivatives, glycerol, pentanediol, sodium pidolate, serine, xylitol, sodium lactate, polyglyceryl
10 acrylate, ectoin and its derivatives, chitosan, oligosaccharides and polysaccharides, cyclic carbonates, N-lauroylpyrrolidonecarboxylic acid, N- α -benzoyl-L-arginine; DHEA and its derivatives; and vitamin D and its derivatives.

15 10. Method according to any one of Claims 1 to 9, characterized in that the composition also contains at least one calmative.

11. Method according to Claim 10, characterized in that said calmative is chosen from:
20 pentacyclic triterpenes, such as β -glycyrrhetic acid, its salts and/or its derivatives, ursolic acid and its salts, oleanolic acid and its salts, betulinic acid and its salts; extracts of *Paeonia suffruticosa* and/or *lactiflora*, of *Rosmarinus officinalis*, of *epilobium*, of
25 *Pygeum*, of *Boswellia serrata*, of *Centipeda cunninghami*, of *Helianthus annuus*, of *Cola nitida*, of clove and of *Bacopa moniera*; salicylic acid salts and in particular

zinc salicylate; extracts of algae, in particular of *Laminaria saccharina*; Canola oil, omega-3-unsaturated oils such as musk rose oil, blackcurrant oil, ecchium oil, fish oil; α -bisabolol and extracts of camomile; allantoin; the phosphoric diester of vitamin E and C; capryloylglycine; tocotrienols; piperonal; aloe vera; phytosterols; a strain of *Vitreoscilla filiformis*, an aqueous extract of *Iris pallida* and a water-glycol extract of *Rosa gallica* petals.

10 12. Method according to any one of Claims 1 to 11, characterized in that the composition also contains at least one antibacterial agent.

 13. Method according to Claim 13, characterized in that said antibacterial agent is
15 chosen from: triclosan, phenoxyethanol, octoxyglycerine, octanoylglycine, 10-hydroxy-2-decanoic acid, caprylyl glycol, farnesol and azelaic acid.

 14. Method according to any one of Claims 1 to 11, characterized in that the composition also
20 contains at least one agent for stimulating keratinocyte proliferation and/or differentiation.

 15. Method according to any one of Claims 1 to 14, characterized in that the composition is in the form of an oil-in-water emulsion.

25 16. Method according to any one of Claims 1 to 15, characterized in that the composition is applied

on individuals exhibiting a sebum content of less than
100 $\mu\text{g}/\text{cm}^2$ on the forehead.

17. Method according to any one of Claims 1
to 16, characterized in that it is intended to combat
5 tautness of the skin and/or the dull and/or lifeless
appearance of the skin and/or of the hair.

18. Cosmetic use of at least one alkyl ether
of hydroxystilbene of formula (I), as defined in any
one of Claims 1 to 3, as an agent for treating dry skin
10 or a dry scalp.

19. Use of at least one alkyl ether of
hydroxystilbene of formula (I), as defined in any one
of Claims 1 to 3, for preparing a composition intended
to treat disorders associated with oligoseborrhoeic dry
15 skin.

20. Use according to Claim 19, characterized
in that said disorders are forms of dermatitis.